

**COMMERCIAL SPONSORSHIP
KEY MANAGEMENT CONTROL FORM**

The following was developed in accordance with DoDI 1015.10, dated 3 Nov 95, AR 215-1, dated 21 Sep 95, and the Army Sponsorship Desk Reference Book, dated 3 Jun 96.

I. MANAGEMENT CONTROLS

1. Is property obtained through commercial sponsorship identified and notification made to the NAF property book officer? ☒ YES ☐ NO
 - a. Is property received for use as resale, inventoried and are inventory control/stock record cards prepared? ☒ YES ☐ NO
 - b. If fixed assets, i.e. furniture, fixtures or equipment (FFE), valued at over \$1K are received through commercial sponsorship, are proper NAF records prepared and forwarded to Financial Management Division (FMD)? ☒ YES ☐ NO
 2. Has the Commercial Sponsorship Representative developed and established internal Standard Operating Procedures (SOP)? ☒ YES ☐ NO
 - a. Has the SOP been coordinated and approved by Internal review? ☒ YES ☐ NO
 - b. Has the SOP been coordinated and approved by the Staff Judge Advocate (SJA)? ☒ YES ☐ NO
 3. Does the Commercial Sponsorship Representative have all required regulations and publications on hand and have they become familiar with their contents:
 - a. Department of Defense Instruction (DODI) 1015.10 (encl 9), Commercial Sponsorship Policy, dated 3 Nov 95? ☒ YES ☐ NO
 - b. Army Regulation 215-1, Nonappropriated Fund Instrumentalities and Morale, Welfare, and Recreation Activities, para 7-47, dated 29 Sep 95? ☒ YES ☐ NO
 - c. Army Regulation 210-1, Private Organizations on Department of the Army Installations and Official Participation in Private Organizations, dated 14 Sep 90? ☒ YES ☐ NO
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d. The Army Sponsorship Desk Reference Book Dated 3 Jun 96? **YES** NO

II. PROGRAM POLICY

1. Does the program support Army MWR, Army Family Team Building (AFTB) or the Army Family Action Plan (AFAP) events and programs IAW DODI 1015.10, para A.1, and AR 215-1, para 7-47b? **YES** NO

2. Army all solicitation proposals made by trained personnel IAW DODI 1015.10, PARA A2.a, and the Army Sponsorship Desk Reference Book, page 20, and AR 215-1, para 7-47c.(1)? **YES** NO

3. Are all solicitation proposals announced IAW the Army Sponsorship Desk Reference Book, page 21, and AR 215-1, para 7-47d.(1)? **YES** NO

4. Is AAFES management informed of commercial sponsorship agreements to ensure that such agreements do not violate existing AAFES policy contracts or understandings IAW DODI 1015.10, para A.2k and AR 215-1, para 7-47c(11)? **YES** NO

5. Are tobacco and alcoholic beverages (including beer) sponsorship agreements entered into IAW DODI 1015.10, para A.2h and AR 215-1, para 7-47c.(8)? **YES** NO

6. Are responsible use campaigns or the inclusion of The Surgeon General's warning part of sponsorships involving alcohol and tobacco products IAW DODI 1015.10, para A.2h, and AR 215-1, para 7-47c.(8)? **YES** NO

7. Are commercially sponsored MWR events at open houses approved by the installation PAO or designated representative IAW DODI 1015.10, para 3, and AR 215-1, para 7-47c. (13)? **YES** NO

8. Is the Commercial Sponsorship Representative assigned by name and in writing IAW DODI 1015.10, para B.3a, and AR 215-1, para 7-47d.(4)? **YES** NO

9. Have command authorities (DPCA/DCA) forwarded the designee(s) name, address, and phone number to USACFSC IAW AR 215-1, para 7-47d.(4)? **YES** NO

10. Have MWR employees authorized to work with the Commercial Sponsorship Program received appropriate professional training IAW DODI 1015.10, para A.2a., the Army Sponsorship Desk Reference Book, page 23, and AR 215-1, para 7-47c.(1) to include ethics training?

☒ YES ☐ NO

III. COMMERCIAL SPONSORSHIP WRITTEN AGREEMENTS

All commercial sponsorship agreements must be in writing. Agreements are valid for one year or less, with annual renewals not to exceed five years. This does not preclude the award of a new contract after the initial five year period. Right of first refusal is a negotiable item and should not be routinely included in all sponsorship agreements. Commercial sponsorship agreements are IAW DODI 1015.10 para A.2b, and the Army Sponsorship Desk Reference Book pages 22 and 134, AR 215-1, para 7-47c.(2), and must include the following:

1. Event or program description. ☒ YES ☐ NO
2. Detailed summary of MWR obligations. ☒ YES ☐ NO
3. Detailed summary of entitlements and obligations of the sponsoring company or organization. ☒ YES ☐ NO
4. Term and termination clause. ☒ YES ☐ NO
5. Certification that no costs incurred by the sponsoring company or organization are charged to any part of the Federal Government. ☒ YES ☐ NO
6. Force Majeure (acts outside the control of the parties involved, i.e. nature, government regulations, war) clause. ☒ YES ☐ NO
7. Independent contractor clause. ☒ YES ☐ NO
8. Assignment clause. ☒ YES ☐ NO
9. Appropriate disclaimers. ☒ YES ☐ NO
10. Legal review. ☒ YES ☐ NO
11. Signature of an Army representative, usually the DPCA/DCA (or equivalent). ☒ YES ☐ NO
12. Signature of the sponsor representative. ☒ YES ☐ NO

IV. RECORD KEEPING AND ACCOUNTING PROCEDURES

Staff members in charge of commercial sponsorship activities must keep accurate records of all transactions to provide an audit trail for the receipt of all cash, goods, and services obtained through the Commercial Sponsorship program. The following are IAW DODI 1015.10, para A.2J, and the Army Sponsorship Desk Reference Book, page 139:

1. Are all monetary transactions made by check? **YES** NO
2. Are cash (check) payments mailed by the sponsor directly to the Financial Management Division (FMD) for deposit into the IMWRF account? **YES** NO
3. Are cash (check) payments credited to the proper general ledger account code for commercial sponsorship (GLAC 553) through the use of a Daily Activity Report (DAR)? **YES** NO
4. Are invoices documenting the dollar amount for all commercially sponsored events involving a cash fee being issued? **YES** NO
5. Do invoices for commercially sponsored events involving cash fees have the name of the event sponsored and the FMD address for payment? **YES** NO
6. Are commercially sponsored goods inventoried by the commercial sponsorship representative and another designated representative at the time of delivery and reported to the FMD? **YES** NO
7. Are commercially sponsored goods secured and accounted for at all times? **YES** NO

V. FILE DOCUMENTATION

A file must be kept on each commercial sponsorship initiative IAW the Army Sponsorship Desk Reference Book, page 140, and AR 215-1, para 7-47c.(10). Does each file contain:

1. The sponsor's name and/or organization. **YES** NO
2. The event or program sponsored. **YES** NO
3. Solicitation documentation. **YES** NO
4. Legal concurrence memo/form. **YES** NO

5. Signed agreement.

☒ YES

6. Retail value of sponsor's fee (cash, goods or services) and appropriate documentation.

☒ YES ☐ NO

7. Copy of invoice.

☒ YES

8. Disposition of commercial sponsorship fee.

☒ YES

9. Telephone/conversations records.

☒ YES ☐ NO

10. Internal MOA's/MOU's.

☒ YES

11. Copies of publicity relating to event or program.

☒ YES

12. Copies of thank you letters.

☒ YES

13. After action reports.

☒ YES ☐ NO



21 June 2004